



MOOSE HIDE  
CAMPAIGN

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MOOSE HIDE

# *Walk to End Violence*

## **How to Guide**



# INTRODUCTION

This Moose Hide Campaign Day, May 12th, 2022, join us for the Walk to End Violence. It's a day where all Canadians are called to join together to take a stand against violence against women and children and to take practical steps for our collective journey of reconciliation. The Walk to End Violence will take place in Victoria, BC. We also invite you to host your own Walk in your community, continue reading to learn more!

## Walk to End Violence

**Victoria, BC - May 12, 2022**  
**12noon - 1pm**

**Start Site:** The Walk to End Violence begins at Thunderbird Park at the corner of Douglas St. and Belleville St. in downtown Victoria

**Schedule:** 11:45am the walkers arrive – 12:00noon walk begins

### Walk Route:

**Start (A):** Thunderbird Park, corner of Belleville St. and Douglas St.

**End (B):** Knowledge Totem on the Legislature grounds, corner of Belleville St and Menzies St.



### What to bring:

Dress for the elements, bring a drum, and bring family, friends and colleagues!

### Seating for Elders:

Covered seating for Elders and for those who require it will be provided at the end site of the Walk.

**Getting There and Parking:** Please note parking is limited and we encourage you to consider taking public transit, carpool, walk or bike if possible. There is underground parking at the Victoria Conference Centre/Empress Hotel. There is also parking within walking distance at the Broughton Street Parkade below the Central Library (745 Broughton St.). Street parking and other lots in the city are also available. If you choose to drive, we recommend you arrive early to secure a parking spot.

**End Site of the – Walk Ceremony and Speakers:** Witness and engage in traditional ceremonies and hear from keynote speakers at the end site of the Walk, on the Legislature grounds near the Knowledge Totem (Corner of Menzies St. and Belleville St.).

# HOST YOUR OWN

## *Walk to End Violence*

**IN YOUR COMMUNITY  
MAY 12, 2022**

### **Plan a Walk in Your Community**

Preparations for the day will vary depending on the type of walk you are organising. If you are planning a small walk then gathering with your colleagues and preparations will be relatively simple. This can be as simple as taking the time to acknowledge the Moose Hide Campaign's mandate to help end violence towards women and children, honour the fasters you work with and walk all together. A few things to consider:

- **Learn about the campaign and order pins:** Start by reviewing our website for information and ordering your moose hide pins. We offer moose hide pins free of charge, including shipping to anyone who is committed to wearing the moose hide pins and sharing the vision. You can order your moose hide pins (including animal-free versions) from our website at [moosehidecampaign.ca](http://moosehidecampaign.ca)
- **Invitations and promotional materials:** Clearly communicate the date and time of the Walk and your purpose for gathering. Consider inviting a diverse group of attendees, since the Moose Hide Campaign is an Indigenous innovation for all Canadians and a way for individuals and diverse groups to come together around a common cause, namely the protection and care of women and children.
- **Location:** Identify a suitable location for the Walk and the number of participants, including adequate seating if required at the end of the Walk, especially if Elders are present.



- **Local Nation(s) and protocols:** We recommend that you request the participation of local First Nations and see if it is appropriate for them to do any cultural protocols, processes or ceremonies that will support the event and its participants, especially for larger events. We recommend reaching out to local First Nations and Indigenous organizations for a number of important reasons to acknowledge that the Walk will happen in their traditional territory; seek their blessing/ support for the event; obtain their engagement and if appropriate, their partnership in the Walk any other reasons that might become apparent as you move forward with planning.

As you do this, it is important to understand any expectations and or approaches that ensure this work is done in a good way. For example, in some communities' tobacco is offered when asking for cultural help. Often Elders will be engaged to support the Walk in various ways, such as opening protocols/prayer etc. Knowing how to support them and honour them for their work (e.g. honoraria) is different for different communities, some upfront work is needed to learn the best way to approach this part of the Walk development. It is always best to ask for help if you don't know.

- **Agenda to guide the day's activities:** Inform people ahead of time of the Walk's schedule, start and end sites. If you plan to have speakers at the end of the Walk, here are things to consider we recommend having a host person who can kick off the Walk and facilitate the end of the walk gathering. Larger Moose Hide Campaign walks usually have at least one keynote speaker at the Walk end site gathering who can share experiences and insights with those gathered. This helps to develop a better understanding of the issue(s) and supports both insight and inspiration.

At the Moose Hide Campaign we hear of many amazing, innovative and highly successful Moose Hide Campaign Walk's happening all across Canada and now internationally and we are encouraged and honoured when individuals become champions for the campaign within their communities and organisations. Please contact us if there is any way that we can help, if you have any questions or just want to touch base to talk about the campaign and your vision for creating a Walk.

Reach out to: [events@moosehidecampaign.ca](mailto:events@moosehidecampaign.ca) or phone: +(250) 882-7018.

